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omy, and these scattered and humble experiments appeal to him as the beginnings of a promising movement in this direction.

The book contains a brief but well selected bibliography of the subject which answers as a working bibliography of the economic aspects of the negro problem in general.

University of Indiana.

ULYSSES G. WEATHERLY.

The Psychology of Advertising. By WALTER DILL SCOTT, Director of the Psychological Laboratory of Northwestern University. (Boston: Small, Maynard and Company, 1908. Pp. 269. \$2.)

A practical analysis of the principles of psychology as applied to advertising. To the majority of advertisers, and business men in general, it will give many new and important ideas, while to the minority—the real advertising men of the country—it is valuable as a statement of the psychological truths already employed by them. The first chapter contains a short history of the application of psychology to advertising. In the following eight chapters, the author illustrates the various mental processes by advertisements, thereby bringing out their relation in a more forceful manner. To still further interpret these psychological facts, Professor Scott gives the result of several investigations conducted by him. Among the subjects investigated are the percentage of people who read magazine advertisements, the attention value of large and small spaces, the reasons for the public's interest in advertisements, the "mortality" rate of advertisers, and the application of the questionnaire method in determining what features of the modern newspaper appeal to the better class of society. While it is obvious that the public's preference in the matter of newspapers has only an indirect bearing upon the subject of advertising, it illustrates the author's statement that "the questionnaire method is available in securing data valuable in an advertising campaign." The last chapter is given over to a bibliography of the most select English books upon the subject of advertising. The book is practical, and fills an important position in advertising literature.

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